

Package of the Week:

Octagonal-Shaped Cartons Used to Market Rye Bread

BROOKLYN, N. Y.—Attractive point-of-purchase packaging and additional protection for its frozen rye bread prompted Koster, Inc. Bakeries to adopt an octagonal-shaped carton.

Reaction to the unusual-shaped carton for bread has been excellent reflected by an increase in product sales and wider market distribution, according to Koster officials.

Although the cartons are more costly than the former package, a cellophane printed overwrap, Koster spokesmen feel the additional cost will be covered by increased sales.

The cellophane overwrap has not been discarded. Sliced loaves are first placed in the unprinted cellophane overwraps for additional moisture protection and to keep the slices together in the carton.

Construction of the carton,

tuck tab opening at the top of the package, allows consumers to remove desired number of slices and replace the rest in the carton, close the container and return the package to the freezer.

Although not a major consideration when the carton was designed, its shape, resembling that of a loaf has received favorable reaction from consumers and retailers.

The front and back carton panels are straight sides. The side panel, however, is scored one quarter the distance from the top and bottom. Areas above the scores at the top and below the score at the bottom slant inward to give the package added strength, it was noted by a spokesman representing the bakery firm.

To further make the cartons a standout in the freezer case, Koster has chosen full-color wraparound graphics. A breakfast scene appears on some cartons while others carry a dinner grouping.

When the front of a carton is placed next to the side panel of another carton, graphics form a complete table tableau allowing the packages to be placed on both panel facings for display purposes.

Made of 16-point sulphate boxboard and press varnished, cartons are shipped flat, hand setup in Koster's plant, manually filled and sealed and placed twelve to a corrugated shipper.

Koster officials expected as product volume increases they will install automatic packaging equipment and switch to a zipper opening arrangement on the

carton to facilitate opening.

Cartons are supplied by Milprint, Inc. with cellophane overwrappers from Olin Mathieson.

For more information on cartons, circle no. 76; on overwraps, no. 77 on service card.

■ ■ ■

60-3C FOOD & DRUG
PACKAGING
E.O.W. 35,000

SEP 12 1968

CLIPPED BY
SAICONS

1002402283

Package of the Week:



Octagon-shaped paperboard cartons with full-color wraparound graphics contain frozen rye bread slices (See story, page 3).